

**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515-5401**

**The State of Latinos: Census 2010.**

**Moderator: Congressman Pedro Pierluisi**

**Opening Remarks**

Good morning y *buenos días a todos*. I want to welcome you all to Fundación Azteca América's presentation on The State of Latinos: Census 2010. My name is Pedro Pierluisi and I am Puerto Rico's representative in Congress. Because I know that we are all anxious to hear from our panelists, I will keep my opening remarks very brief.

Article I, Section 2 of the U.S. Constitution requires a headcount of everyone residing in the United States. The first Census was conducted in 1790 and, as the Constitution mandates, has been carried out every 10 years since then. The purpose of the Census is to count every person residing in the 50 states, the District of Columbia, and the U.S. territories. This enormous undertaking, which will next take place in the spring of 2010, has a number of important practical implications.

First: Census data directly affect how billions of dollars in federal and state funding is allocated each year.

Second: Census data are also used to apportion seats in the U.S. House of Representatives and to redistrict state legislatures.

Third: Census data are used to define school districts, and other important functional areas of government.

Fourth, and finally: Census data helps government at all levels make sound and well-informed decisions, such as where to build a new school, a home for the elderly, a health clinic, or a new road.

For all these reasons, it is vital that we do everything within our considerable power to help ensure that each person—including each Hispanic man, woman and child—is counted in 2010. What is currently being done by the Census Bureau and community organizations to accomplish that goal, and the obstacles that they have confronted, is the subject of today's timely and important event. In the past, insufficient outreach in Hispanic communities throughout the

country has almost certainly resulted in undercounting in these areas. Research by the Census Bureau indicates that many Hispanics believe that the answers they supply on the census form can somehow be used against them. Research also shows that Hispanics are among the groups least informed about the census and its purposes.

Today's event reflects our renewed determination not to allow history to repeat itself. We must work together to educate Hispanics—whether they reside in New York, California, Delaware, Puerto Rico or in countless other communities across our great nation—on the importance of filling out and mailing in the completed census form. We must impress upon them the fact that this simple act can have a profoundly positive impact, just as not filling out the census form can have a serious negative consequences. I am happy to note that in testimony earlier this week before the House Oversight and Government Reform Committee, the Census Bureau's acting director said that Census would launch a \$250 million dollar promotion campaign to encourage participation in the 2010 count, especially among hard-to-reach minority groups. Under the plan, more than a quarter of those funds would be devoted exclusively to advertising in Asian, black and Hispanic markets. I think this is a terrific idea, and I look forward to hearing some additional details about the plan.

I want to thank the Fundación Azteca América for organizing this event. I also want to thank the many Hispanic organizations that are here today and that are doing their part to encourage every Hispanic to stand up and be counted. Now, I will introduce this morning's panelists.

### **Introduction of Luis Echarte, Chairman of Fundación Azteca América**

I would like to introduce Mr. Luis Echarte, the Chairman of the Board of Directors of Azteca America. He is also the founding Chairman of the Board and CEO of Fundacion Azteca America, the non-profit arm of the Azteca America network, dedicated to improving quality of life within the US Latino community.

Please join me in welcoming Mr. Echarte.

## **Welcome and Congressional Overview**

### **Senator Tom Carper**

Senator Tom Carper is Delaware's Senior Senator. During his almost 30 years of public service, Senator Carper has worked tirelessly to develop practical solutions to real problems. His ability to work across party lines has earned him a reputation for consensus-building that is unique in today's political climate.

### **Congressman Joe Baca**

Congressman Baca has served in Congress since 1999. During the 110<sup>th</sup> Congress, he led the Congressional Hispanic Caucus, which includes all Democratic members in the U.S. House of Representatives and the Senate of Hispanic descent. In the 111th Congress, Congressman Baca continues to serve as chair of the CHC Corporate America Task Force.

He is also a member of the Committee on Agriculture, the Committee on Financial Services, and the Committee on Natural Resources.

Please join me in welcoming Senator Carper and Congressman Joe Baca.

## **Census Overview**

### **Arnold Jackson, Census Bureau Associate Director (also representing the Administration)**

Arnold Jackson is the Associate Director for Decennial Census and the Chief Operating Officer for the Decennial Census at the U.S. Census Bureau. As the Chief Operating Officer for the Decennial Census, he oversees the formulation of the budget, and directs the administration of all decennial census and geographic support funds.

Please join me in welcoming Mr. Arnold Jackson.

## **State of Latinos Overview**

### **Dr. Debora Ortega and Dr. Lisa Martinez, University of Denver**

Dr. Debora Ortega is the coordinator of the Graduate School of Social Workers, at the University of Denver. She also serves as director of the University of Denver Latino Center for Community Engagement and Scholarship.

Dr. Lisa M. Martinez is an assistant professor of sociology at the University of Denver (DU) and faculty affiliate of the DU Latino Center for Community Engagement and Scholarship. She is also currently working on a study examining the role of Latino community-based organizations in mobilizing Latinos for political action in Colorado.

Please join me in welcoming Dr. Ortega and Dr. Martinez.